

Focus Areas	Key Partners	Strategies/Activities	Responsibilities (Individual/Organization)		Milestones	Timeframe	Status/Notes
1. Develop a coordinated approach to working with employers	MEDC/SMEGA/Cornerstone Alliance/VBED/DowagiacED	Monthly 360 meetings to coordinate activities, information and outreach between workforce development and economic development	Calli Berg	MEDC	• Monthly meetings	• On-going	On-going monthly meetings already held to discuss resources for businesses, educate partners and share industry intelligence
	MRS/MPRI/DLEG-AG/Veterans	Cross train internally on programs and services currently available through MW and it's partners	Lorraine Day	MW BCVB	• Two sessions held in November	• Completed	Incredible amount of positive feedback. Planning to repeat next year.
	MRS/MPRI/DLEG-AG/Veterans	Meet on monthly basis to discuss MW outreach and solutions for employers. Identify and prioritize employers to be called on or convened over the next month	Priscilla Kelley	MW BCVB	• Monthly meetings	• Begin December 8th	Meetings held 2nd Friday of every month
	Tri-County Economic Developers, Private Employers, Community Colleges and MW Berrien Cass Van Buren WDB and CEOB	Identify opportunities to enhance existing layoff aversion activities and better support local employers by aligning the economic and workforce development resources with the needs of tri-county employers	Dayna Kozminski/ External Faciliator	MW BCVB	• Convene our 21st Century Workforce partners a minimum of 3 times before June 2007 • Develop a partner referral process	• 1 meeting held in 2006, 2 nd meeting held in March of '07, 3 rd meeting held in May '07.	Meetings held, referral process was developed, a resource guide is being drafted.
	Economic and Community Developers	Participate in the development of a regional database to capture outreach activities and layoff aversion opportunities gleaned from outreach activities	Dan Fette - Berrien County Community Development	GROW Michiana Steering Committee	• Review system benefits and contribute input to committee's "go" or "no-go" decision	• Year end 2007	System has been reviewed. Final determination of cost/benefit needs to be made. CRM system implemented to track related employer info

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2. Assess the regional workforce and economy; Develop and maintain regional resource/asset mapping	DLEG (LMI)/Upjohn Institute	Develop an in-depth sector analysis for each of MW's four priority sectors	BSD Team	MW BCVB	<ul style="list-style-type: none"> • Complete the sector analysis questionnaire previously developed and provided by the Sector Skills Academy for each key sector. 	<ul style="list-style-type: none"> • Analysis completed November 2006 • Share system-wide and with 21st Century partners in 1st quarter 2007 	Use this tool to guide our "call" plan. Targeted employer list has been developed for each sector. BSM's have begun to present an overview of their sectors at the Business Services Committee meetings.
	Tri-County Economic Developers, Private Employers, Community Colleges and MW Berrien Cass Van Buren WDB and CEOB	Develop and keep current a regional resource/asset map	Dayna Kozminski	MW BCVB	<ul style="list-style-type: none"> • Map is developed • Map is updated annually 	<ul style="list-style-type: none"> • Initial map is completed • Update resource map in January 2007 	Regional resource/asset map was previously completed by MPRI program. Study was very comprehensive. Developed an abbreviated workforce reference guide to share amongst partners and employers.

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3. Define and develop regional layoff response services; coordinate the process for input/output of database information	Economic and Community Developers	Participate in the development of a regional database to capture outreach activities and layoff aversion opportunities gleaned from outreach activities	Dan Fette - Berrien County Community Development	GROW Michiana Steering Committee	<ul style="list-style-type: none"> Review system benefits and contribute input to committee's "go" or "no-go" decision 	<ul style="list-style-type: none"> Year end 2007 	System has been reviewed. Final determination of cost/benefit needs to be made
	Tri-County Economic Developers, Private Employers, Community Colleges and MW Berrien Cass Van Buren WDB and CEOB	Identify opportunities to enhance existing layoff aversion and rapid response activities to better support local employers and their employees	Dayna Kozminski/ External Faciliator	MW BCVB	<ul style="list-style-type: none"> Convene our 21st Century Workforce partners a minimum of 3 times before June 2007 Develop a partner referral process 	<ul style="list-style-type: none"> 1 meeting held in 2006, 2nd meeting held in March of '07, 3rd meeting held in May '07. 	Meetings held, referral process was developed, a resource guide is being drafted.
	MEDC/SMEGA/Cornerstone Alliance/VBED/DowagiacED	Joint calls/Monthly 360 meetings to ensure that economic development and workforce development resources are being offered to companies in need.	Calli Berg	MEDC	<ul style="list-style-type: none"> Monthly meetings 	<ul style="list-style-type: none"> On-going 	Several monthly meetings already held to discuss resources for businesses and share industry intelligence. Participants in the meeting actively make referrals to one another and use the meeting format to educate each other on resources available. Referral process has been outlined.

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4. Develop regional lay-off prevention & business enhancement services	N/A	Develop a Business Services team to call on tri-county businesses to create awareness, capture critical information and ensure MW system resources are utilized	Dayna Kozminski	MW BCVB	• Team is budgeted and approved.	• Fill positions by January 30, 2007	4 Business Services Managers have been hired with expertise in Hospitality, Manufacturing, Healthcare, and Construction. Bus. Services Coordinator also hired. New staff has been trained and is actively calling on businesses
	Private employers	Establish a business services committee as a sub-committee of the WDB	Priscilla Kelley	MW BCVB	• Meet bi-monthly	• On-going	Committee has been established and has been meeting
	MRS/MPRI/DLEG-AG/Veterans	Meet on monthly basis to discuss MW outreach and solutions for employers	Priscilla Kelley	MW BCVB	• Monthly meetings	• Begin December 8th	Meetings held 2nd Friday of every month
	Tri-County Economic Developers, Private Employers, Community Colleges and MW Berrien Cass Van Buren WDB and CEOB	Identify opportunities to enhance existing layoff aversion activities and better support local employers by aligning the economic and workforce development resources with the needs of tri-county employers	Dayna Kozminski/ External Faciliator	MW BCVB	• Convene our 21st Century Workforce partners a minimum of 3 times before June 2007 • Develop a partner referral process • Conduct a refresher training of RR services with MW site managers and BS Managers	• 1 meeting held in 2006, 2 nd meeting held in March of '07, 3 rd meeting held in May '07.	Meetings held, referral process was developed, a resource guide is being drafted. RR process was reviewed with MW BCVB Site Managers and BSM in May '07.

	WDB/Economic Developers/Community Colleges	Develop criteria for solicitation of applications and distribution of IWT funds to ensure high-impact of limited funding	Priscilla Kelley	MW BCVB	<ul style="list-style-type: none"> • Identify areas of most need and market the funding to those organizations 	<ul style="list-style-type: none"> • Award remaining funds by January 30, 2007. • Complete training by June 30, 2007 	<ul style="list-style-type: none"> • Funds have been completely allocated for '06-'07. Target list has been started for '07-'08.
	MEDC/SMEGA/Cornerstone Alliance/VBED/DowagiacED	<p>Joint calls/Monthly 360 meetings to ensure that economic development and workforce development resources are being offered to companies in need.</p> <p>Ensure that Business Services staff is trained on Human Resources practices, and Workforce Development Solutions</p>	<p>Calli Berg</p> <p>Dayna Kozminski/ Priscilla Kelley</p>	<p>MEDC</p> <p>MW BCVB</p>	<ul style="list-style-type: none"> • Monthly meetings • Review available RR and layoff aversion resources with team • Business Services and Staffing Services trained on SHRM Human Resources Practices. • Employer Consultation plan developed • BEST model reviewd. 	<ul style="list-style-type: none"> • On-going 	<p>Several monthly meetings already held to discuss resources for businesses and share industry intelligence. Review of RR planned for June meeting.</p> <ul style="list-style-type: none"> • Targeted employers have been identified in each sector. Staff has been trained on Human Resources best practices as identified by SHRM. Consultation plan has been drafted. BEST model to be reviewed by BSD.

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5. Develop, attract, retain talent; implement 21st Century Scholarship Program; incorporate Skills Information Model	LMC, TCALC, Benton Harbor Street Ministries, GED, CPLL, DLEG	Identify programs and resources to enhance the existing need for adult literacy programming	Jamie Applin	MW BCVB	<ul style="list-style-type: none"> • Plan has been outlined • Funding has been identified 	<ul style="list-style-type: none"> • On-going 	RFP was released, project was contracted to Heartland Human Care Services. Worked with DLEG to draft workplace literacy materials.
	Tri-County Economic Developers, Private Employers, Community Colleges and MW Berrien Cass Van Buren WDB and CEOB	Identify opportunities to utilize 21st Century scholarship program	Dayna Kozminski	MW BCVB	<ul style="list-style-type: none"> • Convene our 21st Century Workforce partners to address this 	<ul style="list-style-type: none"> • Agenda item for January 2007 meeting 	Targeted areas for scholarships include: Hospitality training, Precision Production, Home Appliance repair.
	DLEG (LMI)	Incorporate skills information model into our workforce planning by analyzing the LMI information currently available to determine the skill gaps and identify strategies to address those gaps	BSD Team	MW BCVB	<ul style="list-style-type: none"> • Identify and profile our top business sectors, the jobs within those sectors and the KSA within those jobs. 	<ul style="list-style-type: none"> • Complete analysis by November 30, 2007 	Identification of sectors, key occupations and top skills have been completed. Knowledge, skills and abilities are currently being analyzed. Once completed, will share analysis with system to drive training plan.
	The Alliance for World-Class Communities	Take an active role in the workforce development continuum of the The Harbor Shores Community Transformation project initiated by the Alliance for World Class Communities to address issues impacting the regional economic atmosphere including literacy, education and workforce development.	Todd Gustafson	MW BCVB	<ul style="list-style-type: none"> • Play an active role in the steering committee for this project 	<ul style="list-style-type: none"> • On-going over the next 5 years 	Actively participating

	Community Colleges, Heartland Human Care Services, BHAS	Utilize the skills information model to drive curriculum for established programming ie: BH Youth Works, the Opportunity Center	Jamie Applin	MW BCVB	<ul style="list-style-type: none"> Align programming Engage private sector employers to validate connection between skills training and jobs 	<ul style="list-style-type: none"> On-going over the next 4 years 	BH Youth Works underway for 2007 to begin shortly. Opportunity Center contracts has been awarded.
	LMC, SMC, Local ISDs, Tri-County High Schools	Participate on advisory groups to make recommendations to schools that are in the process of identifying future skill needs and aligning curriculum to train to those needs	Priscilla Kelley/Jamie Applin	MW BCVB	<ul style="list-style-type: none"> Identify advisory groups and assign a representative to participate 	<ul style="list-style-type: none"> On-going 	Participated in advisory group for LMC and Niles Schools. Seeking additional advisory groups.

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6. Develop and implement a communication strategy	MEDC/SMEGA/Cornerstone Alliance/VBED/DowagiacED	Identify opportunities to communicate as a regional entity with a focus on enhancing existing efforts to ensure that local employers are informed about the economic and workforce development resources that are available to them.	Calli Berg	MEDC	<ul style="list-style-type: none"> Incorporate into our monthly 360 meetings 	<ul style="list-style-type: none"> Discuss at June meeting 	Agenda item for June meeting
	Tri-County Economic Developers, Private Employers, Community Colleges and MW Berrien Cass Van Buren WDB and CEOB	Identify opportunities to enhance communication to businesses concerning available economic and workforce development resources	Priscilla Kelley/ External Faciliator	MW BCVB	<ul style="list-style-type: none"> Facilitate focus groups 	<ul style="list-style-type: none"> June 2007 	Employer Focus groups are scheduled for June 5 th and 6 th , 2007.
	N/A	Develop a strategic communications/marketing plan to market workforce resources available through Michigan Works!	Candice Elders	MW BCVB	<ul style="list-style-type: none"> Share plan and marketing information developed as a result of the plan on a system-wide basis 	<ul style="list-style-type: none"> On-going 	<ul style="list-style-type: none"> Plan developed Incorporate suggestions from 360 group into communication plan.